

CLAIM AMENDMENTS

Claims 1-43 (Canceled)

44. (Currently Amended) A method comprising:
receiving content and at least two advertisements on a content receiver;
storing the content, including an interruptible content portion, and advertisements
in a cache coupled to said receiver;
selecting one of the advertisements an advertisement based on a content
characteristic specified by an advertisement provider; and
finding a place to insert the selected advertisement in said portion while said
portion is still stored in said cache; in the cached content before the cached content continues to
be output for display.
inserting the selected advertisement in said portion; and
outputting for display said portion with said inserted advertisement.

45. (Previously Presented) The method of claim 44 wherein selecting an
advertisement includes selecting based on a content suitability characteristic specified by the
advertisement provider.

46. (Previously Presented) The method of claim 45 including comparing the content
suitability characteristic specified by an advertisement provider to a rating assigned to a given
content, said rating to quantify the suitability of at least one content aspect.

47. (Previously Presented) The method of claim 44 wherein selecting an
advertisement includes selecting an advertisement based on a content type specified by the
advertisement provider.

48. (Previously Presented) The method of claim 47 including accessing an indicia
that identifies the content type.

49. (Previously Presented) The method of claim 48 including searching keywords
that identify the content type.

50. (Previously Presented) The method of claim 44 including storing a variety of content types and allowing any one of the content types to be selected for play at any time.

51. (Currently Amended) The method of claim 44 including receiving interruption instructions at a program guide and forwarding the interruption instructions to ~~a shell~~ an interface, ~~said shell~~ interface monitoring for criteria that determines when content is able to be interrupted.

52. (Previously Presented) The method of claim 51 wherein receiving interruption instructions includes receiving interruption instructions over a back channel.

53. (Currently Amended) The method of claim 44 including receiving storing instructions that, if executed enable distributing a particular content item to a variety of locations on said ~~encrypted~~ cache.

54. (Currently Amended) ~~An article comprising a machine readable storage A medium containing for storing~~ instructions that, if executed, enable a processor-based system to:
receive content and more than one advertisement on a content receiver;
store the content, including an interruptible content portion, and advertisements in a cache coupled to said receiver;

select an advertisement based on a content characteristic specified by an advertisement provider; and

find a place to insert the selected advertisement while said portion is still stored in said cache; in the cached content before the cached content continues to be output for display.

insert said selected advertisement in said portion; and
output for display said portion with said inserted advertisement.

55. (Currently Amended) The article medium of claim 54 further comprising instructions, that if executed enable the system to select based on a content suitability characteristic specified by the advertisement provider.

56. (Currently Amended) The article medium of claim 55 further comprising instructions, that if executed enable the system to compare the content suitability characteristic

specified by an advertisement provider to a rating assigned to a given content, said rating to quantify the suitability of at least one content aspect.

57. (Currently Amended) The article medium of claim 54 further comprising instructions, that if executed enable the system to select an advertisement based on a content type specified by the advertisement provider.

58. (Currently Amended) The article medium of claim 54 further comprising instructions, that if executed enable the system to access an indicia that identifies the content type.

59. (Currently Amended) The article medium of claim 58 further comprising instructions, that if executed enable the system to search for keywords that identify the content type.

60. (Currently Amended) The article medium of claim 54 further comprising instructions, that if executed enable the system to store a variety of content types and allow any one of the content types to be selected for play at any time.

61. (Currently Amended) The article medium of claim 54 further comprising instructions, that if executed enable the system to monitor for criteria that determines when content is able to be interrupted.

62. (Currently Amended) The article medium of claim 61 further comprising instructions, that if executed enable the system to receive interruption instructions over a back channel.

63. (Currently Amended) The article medium of claim 54 further comprising instructions, that if executed enable the system to distribute a particular content item to a variety of locations on said encrypted cache.

64. (Currently Amended) A system comprising:
a receiver to receive content, including an interruptible content portion, and at least two advertisements;

a cache, coupled to said receiver, to store said content and advertisements; and a shell an interface, in said receiver, to select ~~one of the advertisements~~ an advertisement and to find a place to insert the selected advertisement in said portion while said portion is still stored in said cache, insert said selected advertisement in said portion and output for display said portion with an inserted advertisement ~~the cached content before the cached content continues to be output for display~~, said selection based on a content characteristic specified by an advertisement provider.

65. (Previously Presented) The system of claim 64 wherein said system is a television receiver.

66. (Previously Presented) The system of claim 64 coupled to a back channel to receive instructions about when to insert the selected advertisement.

67. (Previously Presented) The system of claim 64 including a device that parses content from instructions for inserting a selected advertisement.

68. (Previously Presented) The system of claim 67 wherein said device also parses instructions for how to store the content and advertisements.

69. (Previously Presented) The system of claim 64 including a content guide software that receives interruption instructions for interrupting content and replacing content with a selected advertisement.

70. (Currently Amended) The system of claim 64 wherein said shell- interface selects an advertisement based on a content suitability characteristic that is specified by an advertisement provider.

71. (Currently Amended) The system of claim 70 wherein said shell interface selects an advertisement based on a content type that is specified by the advertisement provider.